



Suppliers Invited to Asian Feed Buyers Mission During World Dairy Expo

Release Date: July 18, 2011

Contact: Ashley Huibregtse, 608-224-5002

MADISON – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) invites Midwest suppliers of feed and feed ingredients to participate in the 2011 Asian Feed Ingredients Buyers Mission during World Dairy Expo.

Attendees will have the opportunity to meet one-on-one with multiple Asian buyers from Indonesia, Korea, Taiwan and China. Buyers are interested in a wide variety of products such as: anti-microbials, dairy and animal nutritional supplements, dried distillers grains, feed grains, hay, milk replacers, pre-mix feeds, probiotics, supplements, yeast and cultures, whey and other feed products.

Meetings will be held at the Concourse Hotel in Madison from October 3 – 7, 2011. In addition to establishing new relationships and initiating new export sales, these meetings provide an excellent opportunity for companies to gain valuable feedback on their products in these countries.

“Buyers Missions are a cost effective way for Midwest suppliers to meet conveniently in Madison with international buyers without travel costs,” said Jennifer Lu, a DATCP Economic Development Consultant. “I encourage suppliers to take advantage of this resource to meet with pre-qualified international buyers at the World Dairy Expo.”

This is the tenth year DATCP has been hosting the Asian Feed Ingredients Buyers Mission at World Dairy Expo, and it continues to be one of the most successful. Last year’s Asian Feed Ingredients Buyers Mission attendees during World Dairy Expo reported an actual increase in export sales of over \$5.6 million and a projected increase in export sales of over \$18.3 million. This Buyers Mission previously focused only on Chinese buyers, but new this year, buyers from Korea, Indonesia, and Taiwan are also participating.

“The World Dairy Expo provides an opportunity for buyers to continue the discussions after the meetings at the suppliers’ booth to build a strong relationship,” explains Lu. “The buyers will gain an even better knowledge of the company and products by having these extended conversations that can lead to a successful business deal in the future.”

Wisconsin ranks 17th in the nation for agricultural exports. Wisconsin agricultural exports hit a record high in 2010 with a total value of \$2.4 billion, a 36-percent growth over 2009. Wisconsin’s livestock feed exports increased 19-percent in 2010 with a value of \$88.5 million. The U.S. is considered the origin of choice for many Asian feed importers due to high quality, consistency, and value.

To register for the Buyers Mission, contact Jennifer Lu at 608-224-5102 or jennifer.lu@wi.gov. Space is limited. The early registration deadline is August 9, and the final registration deadline is September 20. For more information, you can also visit www.foodexport.org or www.world-dairy-expo.com.

The 2011 Asian Feed Ingredients Buyers Mission is sponsored by the Food Export Association. Food Export Association is a non-profit organization that promotes the export of food and agricultural products from the Midwestern region of the United States. The organization has been helping U.S. suppliers of Midwestern food and agricultural products sell their products overseas since 1969, when it was first created as a cooperative effort between twelve Midwestern state agricultural promotion agencies and the United States Department of Agriculture's Foreign Agricultural Service (FAS).

###